

TAN, don't burn

USE

COPPERTONE

Get a faster, deeper tan
—with maximum protection against sunburn—
than with any other leading product!

Your skin tans from the inside out! To get a fast, deep tan you must let in the ultraviolet tanning rays which activate the coloring matter deep within your skin . . . while you shut out fiery burning rays which irritate and inflame the skin.

Coppertone's deep tanning secret is this double selective action of its homomethyl salicylate screening agent . . . plus extra amounts of lanolin and other protectives to keep it on the skin longer! Thus Coppertone® conditions your skin to a more lasting tan . . . protects you even after swimming!

Apply Coppertone whenever you're exposed to the sun.



Available everywhere — in Lotion, Cream, Oil, Spray; also in new Coppertone Shade for children and all others who need extra protection against the sun.

The only leading powder based exclusively on the ingredient doctors favor, Mexsana gives

fastest, most effective relief of itching distress of Athlete's Foot!

For all such itching skin discomforts . . . Mexsana's Best!

Doctors know the most important factor in control of Athlete's Foot is keeping the feet dry. That's because fungi breed in moist, damp areas. Cracks become infected. Then feet sting and itch!

The pain and itching are almost unbearable . . . especially in hot, humid weather. You want to get fast healing relief!

Doctors now know that cornstarch, not being irritatingly alkaline like talcum, is superior for soothing itching and pain . . . and that it excels in keeping skin dry. Of all leading powders, only Mexsana has an exclusively starch base . . . plus hexachlorophene and other ingredients to check fungus growth and aid healing.

Mexsana is the world's most popular medicated family powder . . . best for common skin irritations of young and old alike!

MEXSANA
MEDICATED POWDER



Shake Mexsana on morning and night, rubbing between toes. Shake into hose, shoes. Tired, itching feet feel more comfortable almost at once.

Also best for
PRICKLY HEAT • CHAFE
ALL OTHER COMMON
SKIN RASHES
DIAPER RASH

Medicated MEXSANA SKIN CREAM soothes and heals painful sunburn—fast!

BENNETT CERF'S CERFBOARD



Worldwide Wit

Jokes are busting out all over.

Have you heard the latest from Madrid?

WASHINGTON. A passel of tramps, successfully eluding the constabulary, established headquarters for the night in the pleasant little park surrounding the base of the beautiful Washington National Monument. Came dinnertime, and the tramps proceeded to cook their mulligatawny stew and spuds.

A couple of inebriated gents paused to survey the proceedings. They were struck by the sight of the monument bathed in moonlight, with the tiny fires crackling at its base.

One of them finally shook his head sadly and predicted, "They'll never get it off the ground!"

LOS ANGELES. A distressed lady rushed into the office of an overworked psychoanalyst and announced, "My husband is in a bad way. He seems to think he's a grand piano." "A serious and perplexing case," agreed the analyst. "But bring him here and I'll endeavor to cure him."

"No, no," cried the lady. "I don't want you to cure him. I want you to tune him."

BARCELONA. The trustees of the Barcelona zoo read that there were only 34 whooping cranes left in the U.S. and determined that they must have one before the breed became extinct. Never mind what Spanish wiles they had to exercise to fulfill their ambition; suffice it to say that a whooping crane was dispatched via air freight to the Barcelona zoo.

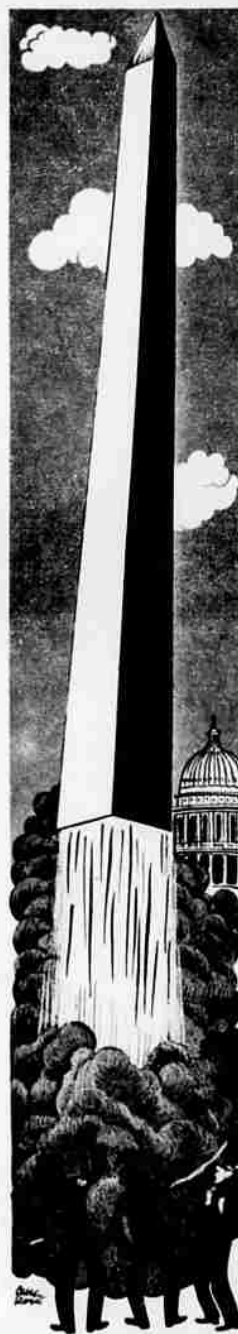
Alas, when the fool bird arrived at the Barcelona airport, he flatly refused to disembark, and the broken-hearted trustees had to return empty-handed to their zoo.

The moral of this story is that cranes in Spain stay mainly in the plane.

STILL IN SPAIN. It was in Madrid, according to S. K. Jaynes, Jr., of Richmond, Va., that a mammoth celebration was planned to honor the memory of Don Quixote de la Mancha. Unfortunately, the dancing master discovered suddenly that while he had 1,200 beautiful maidens available for the gala, only 900 caballeros had volunteered.

It was the mayor of Madrid who remedied the situation. Mounting his faithful Arabian steed, he galloped to the home of his great, good friend, the mayor of the neighboring city of Toledo. "I need your help," he announced bluntly. "How are you fixed for blades?"

NEW YORK. Jockeying for a friendly judge is part of the day's work for a capable trial lawyer. In his book, "My Double Life," Newman Levy tells how his father, one of the shrewdest lawyers of all time, shuddered to — Continued on page 6



Washington Monument: Will they ever launch it?